DEAL 2025 Wraps up on A High Note, Paving the Way for A Power-Packed 2026 Edition

Global entertainment leaders converge in Dubai, unlocking business potential across the MEA region

The 31st edition of the Dubai Entertainment Amusement & Leisure Exhibition(DEAL) has concluded with resounding success, leaving behind an undeniable mark on the global entertainment and leisure landscape. Held at the Dubai World Trade Centre on April 8-10, DEAL 2025 drew thousands of industry leaders, innovators, and decision-makers from 12 countries, solidifying its reputation as the region's most influential B2B event for the amusement, leisure, and attractions industry.

"We are proud of the platform we have built over the past three decades. DEAL 2025 reflects not just the pulse of the global entertainment industry, but the heart beat of a region that's surging ahead," said Abdulrahman Falaknaz, President of International Expo-Consult LLC. Our exhibitors achieved fantastic results, closed major deals, and generated powerful business leads-many of which are already in advanced stages of discussion. This momentum gives us every reason to believe that DEAL 2026 will be our biggest and most impactful edition yet."

From the moment the doors opened, it was evident that DEAL 2025 was not just a trade show - it was a dynamic marketplace where business happened in real time. Exhibitors reported record-breaking footfall and unprecedented interest, with many stating that their products were completely sold out during the event. Lead generation exceeded expectations across the board, as serious buyers from the Middle East, Africa, and Asia-Pacific converged to source the latest innovations in amusement rides, VR and AR experiences,

FEC equipment, inflatables, AI-powered attractions, and immersive technologies.

Exhibitors described the show as a "business accelerator," with high-value deals being closed on the spot, and strategic partnerships being forged that promise to shape the future of entertainment in the region. For many, DEAL 2025 was more than a platform for visibility - it was a launchpad for growth, scale, and long-term success. This robust commercial momentum is a clear reflection of the region's expanding appetite for world-class entertainment solutions and its evolution into a global hub for leisure and attractions.

The Middle East and Africa are on an unmistakable growth trajectory. Governments across the region are investing heavily in tourism and leisure infrastructure as part of national diversification agendas. Mega projects, futuristic theme parks, and integrated entertainment zones are being rolled out at an accelerated pace. in this environment of rapid transformation, DEAL has emerged as the go-to gateway for global brands looking to tap into these massive opportunities.

This year's show saw an influx of first-time exhibitors alongside long-standing global players, all united by a shared vision-to be part of a region that's rewriting the future of entertainment. Dedicated pavilions from the United States, China, and Europe brought a vibrant international energy to the exhibition, while the MENALAC LEA Conference added strategic insights and foresight to the DEAL experience.

"At DEAL 2025, legacy partners and visionary newcomers came together to shape the next chapter of the industry's evolution. Their collective passion and innovation continue to drive the ecosystem forward. The evening marked a milestone with the unveiling of the bold new DEAL logo-a symbol of our

commitment to honouring our roots while embracing the future. Reinforcing this vision, the launch of the DEAL Advisory Board was announced-a strategic, action-driven body with representatives from across North and Sub-Saharan Africa. Tasked with unlocking new markets and influencing policy, this board is set to be a catalyst for regional growth and cross-border collaboration," added Falaknaz.

As the show floor lights dimmed on DEAL 2025, the excitement for DEAL 2026 had already begun. Exhibitor bookings are now open, with prime locations being snapped up by returning participants eager to capitalize on the region's growth and the show's global reputation for delivering results. With the Middle East and Africa on the brink of an entertainment renaissance, DEAL 2026 promises to be the definitive business platform for those who want to lead, innovate, and expand.

To be part of the future of entertainment, mark your calendar for DEAL 2026, returning to Dubai World Trade Centre in February 2026. For exhibitor inquiries and early bird bookings, contact Frida at frida@iecdubai.com